

Honolulu Star-Bulletin

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EDITOR

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INVEST YOUR MONEY HERE.

Hawaii's remarkable prosperity, due to high prices and large crops of sugar, is attracting promoters this way, as the advertisements of mining-stocks suffice to show.

The stock whose recent heavy advertisement has attracted local attention is declared to be an excellent prospect and its promoters here are able to show that the men interested in this mine are substantial men; also that the proposition has satisfied the rigid requirements of Arizona's "blue sky" law.

Nevertheless, Hawaii's own home investments are so sound, and offer such sure returns, that only the man who wants to "take a flyer" in mines and can well afford to, is in a position to put his money into long-shot mainland investments.

Whether he is putting it into mines, or oil, or orchard tracts or logged-off lands or rice-fields, he is taking long chances. Meanwhile there are plenty of stocks sold on the local exchange which are dividend-paying and as good as money in a savings-bank or safety-deposit vault.

Sugar stocks have risen rapidly, but right now they are on a sound investment basis. The notorious conservatism of the local market, taken by and large, guarantees that. Any stock one might name off-hand could rise several points and still be a first-class and safe investment.

What leads the investor to put his money into some proposition on the mainland composed principally of a name and a prospectus is that local capitalists are prone to talk about how high the Hawaiian sugar stocks are!

The money made in Hawaii can safely be left in Hawaii. Sending it elsewhere certainly isn't justified while Hawaiian stocks offer such opportunities as they do now.

BEAUTIFYING HONOLULU.

What kind of landscape gardening would be most effective in making Honolulu more beautiful?

This question, it occurred to Prof. Vaughan MacCaughy of the College of Hawaii, ought to be answered by a large number of Honoluluans. Accordingly, he addressed letters to local residents, and typical replies are given in his statement published elsewhere today.

The diversity of opinion is large but the majority justify the following conclusions:

Planting should be of an informal nature—nothing "stiff."

Both indigenous and exotic (more popularly, local and imported) vegetation should be utilized.

Centralized organization or plan should be adopted but individual characteristics of various sections of the city should be preserved and enhanced.

Each year Honoluluans are paying more attention to the beauty of their surroundings—not only the beauty of their own premises, but the beauty of their neighborhood, and of their city. Ever since there were civilized homes here, there have been beautiful homes, but too often next door to a grassy lawn, shaded by splendid trees and containing a pretty house, there have been allowed to spring up ugly tenement-houses or Oriental "camps"—unspeakable blot upon any residence street. Nor can the fault be laid elsewhere than at the doors of men who possess both wealth and artistic taste.

Corporations whose individual members believe in civic beauty will put money into tenements and camps. Honolulu is not alone in incidents of this sort—they are well-nigh universal in American cities. But Honolulu is developing a civic conscience in this regard, and some day building monstrosities will be shamed out of existence. The natural development of civic good taste and the steady education of the poorer people in American standards of living are already forcing out these "good investments." And while campaigning for better landscape gardening, the men and women who believe in beautifying their city might well turn attention to campaigning against unsight-

PERSONALITIES

MARSHAL SMIDDY will probably leave in the Mauna Kea Wednesday for Hilo on official business.

S. E. LUCAS is back in Honolulu from the Island of Hawaii, which he toured. Mr. Lucas is a well-known politician here.

MISS EVA TAYLOR is recovering from a recent operation for appendicitis. She is a guest of Mrs. J. A. Johnson, 1641 Makiki street.

DAVID MARNIE of Olia plantation, who was in the auto wreck near Pahala when George P. Lilico was killed, is recovering from his injuries.

MRS. HENRIETTA GOODNOUGH HULL, formerly in newspaper work here, is now with the Cleveland Plain-Dealer, handling special advertising write-ups, and, according to reports, is making a great success of it.

A. M. WEBSTER arrived here yesterday from his home in Hawaii on his way to New York, where he will

buy for his firm, the Moses Stationery Co. As a Progressive he will look in at the big conventions in Chicago. Mr. Webster was recently with T. H. Davies & Co.

H. GOODING FIELD, the expert accountant and statistician, is taking special work in the school of commerce of the University of California this summer. The school has adopted one of his reports on island financial matters as a model specimen for "laboratory work." He expects to complete his special studies in six to eight months.

ly, ramshackle structures which are certainly as much an offense against good taste as bill-boards or fences.

Prof. MacCaughy's article is suggestive of the possibilities for landscape gardening which every section of the city presents. It may be read with profit everywhere.

ADVERTISING THE COLONEL.

Four of the Saturday Evening Post's advertising pages this week are given over to booming Colonel Theodore Roosevelt as a candidate for president.

This single advertisement probably cost \$6000, possibly \$10,000.

In addition, other mainland magazines and newspapers are carrying advertising matter which in a single week probably runs the total outlay up to \$50,000.

Now whether you believe in Roosevelt as a second Lincoln or put him in the class of that greatest of spectacular circus men, P. T. Barnum, your interest is excited, your attention is riveted, by these hard-hitting ads.

They are hammer-blows in political promotion. But more than that—they are home-runs in national publicity.

Take the Roosevelt ad in the Post. The first page shows a picture of the Colonel and above it appears these words in bold "display" type with plenty of white space around them:

"Why Roosevelt Would Be Our

Best Guarantee of Peace.

"An Open Letter to Patriotic Americans."

Then there are three pages telling what Roosevelt did for peace and against war while he was president. And there is a photo of Roosevelt at the Russo-Japanese peace conference, and Davenport's famous cartoon of Uncle Sam with his kindly hand on the Colonel's shoulder, saying "He's good enough for me!"

If you were ten times as rabid against Roosevelt as is Boss Barnes of New York, you'd read this advertisement just the same.

Publicity—straight-out, forceful publicity, the kind that exposes public evils and wins public causes.

These four pages are frankly pages of advertising. Why should the men promoting Roosevelt's candidacy take this method? The answer is simply because they know that paid publicity appeals to the good judgment and business sense of the American public; because with paid publicity a legitimate cause can be presented just exactly as those personally interested in it wish it presented; because paid publicity reaches the American who is inimical to Roosevelt just as strongly as the man who is favorable to Roosevelt.

These advertisers don't demand that the Saturday Evening Post espouse the Roosevelt cause. So far as the enormous circulation of the Post is concerned, they know they can hit the mark they want—the attention of the American people—through a frank presentation of their case as an advertisement.

Henry Ford, one of the greatest of American business geniuses, has been doing some home-run hitting of his own in advertising lately. The men who laughed at Ford quit laughing after a few of his page ads appeared. Some of them started a libel suit against him. Which showed at least that his publicity had hit something and hit hard.

Roosevelt's backers are hitting something and hitting hard, too.

Harry Strange shows the Ad Club spirit of "get there" by winning a commission almost as soon as he joined the British colors.

Wilson's platform slogan is to be "Prosperity and Peace," which gives T. R. an easy opportunity to add "without honor."

Judge Stuart is about the only office-holder on record who can't resign when he wants to.

"Asquith May Get Irish Factions Together." And then there'll be something doing.

Greece's proverbial knees are bent in supplication, but to the Allies, not the Turk.

HUBER WORKS UPON CASE OF FOSTER DAVIS

Alleged Mismanagement By Former Clerk First Matter for New U. S. Attorney

"My policies? Well, I don't believe I have any. That is, I haven't formulated any as yet," said J. C. Huber, new U. S. attorney for Hawaii, today during an interview in his office in the federal building.

Mr. Huber, who has sworn in yesterday, has begun a study of the case of Foster L. Davis, which will be the first matter in which he will act as government prosecutor. Davis, former federal deputy clerk and clerk, recently was indicted on a charge of having misappropriated the funds of his office during his incumbency.

Judge W. W. Morrow is expected to arrive in Honolulu May 23 to try the case, both of the local federal judges, H. W. Vaughan and C. F. Clement, being disqualified. Judge Morrow comes from the court of appeals of the ninth circuit.

"I suppose that Judge Morrow will want the case to go to trial immediately after his arrival here," says Attorney Huber. "Well, all I can say is that I expect to be ready by that time."

The fact that R. W. Breckons, Davis' chief attorney, leaves for Chicago tomorrow will not hinder the trial, it was learned today. Davis has secured an array of counsel, and it is expected that the case will be given a speedy hearing.

BRINGS SAMPLE CONTAINERS OF BAGASSE HERE

Bringing back samples of boxes, barrels and other forms of sugar containers made of bagasse, Clinton J. Hutchins returned to Honolulu this morning on the Matson steamer Mauna.

"I have come down here with the sugar men and others may plans to utilize bagasse by making it into containers for sugar," said Mr. Hutchins. "I have brought down several samples I had made on the coast from bagasse, and will demonstrate the practicability of their use as containers." Bagasse is the dry refuse of sugar cane after the juice has been pressed out.

Regarding his damage suit against the Great Northern for injuries to his arm alleged to have been sustained in falling from a bathtub on the liner, Mr. Hutchins said he did not know how it was progressing, and had been so busy he had forgotten entirely about it. He said his arm is still sore and stiff, and that he is not able to use it much as yet, although it is not in a sling any more.

LIQUOR LICENSE BOARD ROUTINE MEETINGS SOON

To consider annual applications for renewal of liquor licenses, the board of license commissioners will meet Thursday afternoon in the assembly room in the city hall.

All liquor licenses in the city and county of Honolulu expire every year on June 30. Applications for renewals must be submitted to the board and be advertised for four weeks. There will probably be new applications this year as it is virtually a rule of the commission to allow no more saloons and the same ones run on year after year.

No matters other than the regular routine are expected by the commission at its meeting. William Fennell, liquor inspector, says there are enough saloons now. Probably the commission would not favorably consider any petition for additional barrooms on that account, according to Mr. Fennell.

The members of the commission are F. D. Lowrey, chairman, and Richard A. Cooke, L. M. Vettesen, J. O. Carter, and C. A. Long, secretary.

No meeting of the public utilities commission will be held here today as the majority of the members are on Maui. They will return next Saturday morning on the Mauna Kea.

A Double Lot and House in Kalihi

Is offered for sale by us at a very low figure. The house contains three bedrooms and the modern conveniences. There are fruit trees in the yard, a fern house and a chicken yard.

This will make an ideal home for you.

Guardian Trust Co., Ltd.

Tel. 3688.

Stangenwald Building

JONES WILL WED; TAKES LICENSE THIS FORENOON

Soldier-Plumber Says Bride is Sweetheart of Many Years Past

Thomas Gather Jones will be married and settle down. Early this morning he walked into the office of Palmer Woods, marriage license clerk, and said so. A few minutes later he walked out with a paper giving him a legal right to marry Caroline Brown, American, age 23, any time within the next 30 days. He gave his age as 28.

And Caroline Brown does not care whether Jones gets a \$35,000 legacy or not, for she and the soldier-plumber are sweethearts of long standing. According to Jones (the whole story has come from him, as she did not appear with him when he obtained the license), they have been lovers since 1909, when he met her in Vallejo, California. They have not seen each other for several years, he says, and it was not until she came here a few weeks ago to visit some friends that the culmination of a long courtship came.

"This has nothing to do with all this excitement about my legacy," he said this morning. "We made up our minds to be married long before that ever started."

He declares that he intends to buy his discharge before returning from his three months' furlough. He proudly asserts that he has a good record in the army, and says that he does not anticipate any difficulty in buying his way out.

This morning Jones was quoted as saying the legacy story was just a fake.

VITAL STATISTICS

BORN.

GARCIA—In Honolulu, May 15, 1916, to Mr. and Mrs. Rafael Garcia of Lelewa road, Waikiki, a son—Rafael.

TAGA—In Honolulu, May 13, 1916, to Mr. and Mrs. Matao Taga of Waialeale road, Moiliili, a daughter—Sumiko.

WONG—In Honolulu, April 13, 1916, to Mr. and Mrs. Wong Sin of Emma street, a son—Kwan Lun.

LEN—In Honolulu, April 20, 1916, to Mr. and Mrs. Len Lai of 1511 Kakaia avenue, Waikiki, a daughter—Ching Fong.

SOONG—In Honolulu, May 8, 1916, to Mr. and Mrs. Allen C. Soong of 1111 McCully street, Pawaa, a son—Myk En.

NOMURA—In Honolulu, May 12, 1916, to Mr. and Mrs. Banzo Nomura of Font and Kukui streets, a son—Kenzo.

LUDINGTON—In Honolulu, May 10, 1916, to Mr. and Mrs. Charles C. Ludington of 226 S. Vineyard, a son—Cyrus.

MARRIED.

CZAKI-MORI—In Honolulu, May 13, 1916, Sadao Ozaki and Miss Hisayo Mori, Rev. Akaike Akana of the Young People's League officiating; witnesses—Y. Matsunaga and K. Sumida.

TEIXEIRA-GOMES—In Honolulu, May 13, 1916, Salvador Teixeira and Miss Anna Gomes, Rev. Father Victorinus of the catholic cathedral officiating; witnesses—Jose Teixeira and Georgina Teixeira.

DIED.

TUCKER—In Honolulu, May 15, 1916, John Mellin Tucker of this city, unmarried, retired merchant, a native of England, 73 years 4 months and 22 days old.

KEKAULA—In Honolulu, May 14, 1916, Samuel R. K. Kekaula of South Beretania and King streets, Moiliili, married, park keeper, a native of Waipio, Hawaii, 49 years 2 months and 22 days old.

CHYONG—In Honolulu, May 13, 1916, Chyong Mong of Kalihi-kai, married, laborer, a native of China, 59 years old.

BRILLIANT FALLING STAR INTERESTS STROLLERS

Falling stars are common, but one of unusual size and brilliance attracted the attention of loungers who were basking in the bright moonbeams on Waikiki beach Sunday night. The star did not make one streak and then disappear, but disappeared and shone out again several times on its way down to the sea. It closely resembled a lighted object which might have been dropped from an aeroplane, but no aircraft could be located in the sky. When one sees a star fall it disappears so quickly that one cannot call another's attention to it, but one Sunday night was so long in flight that many eyes were attracted to it by the exclamations of their friends.

The man who owns one

Is the only man who really knows how good an investment is the

WALTHAM WATCH

Men who have carried the same Waltham watch for 40 years still regard it with the favor that never-failing accuracy has induced.

Waltham Watches in hand—some cases, suited to any tastes. Movements of from 7 to 23 jewels.

H. F. Wichman & Co.

Jewelers and Platinumsmiths.

LITTLE INTERVIEWS

—MRS. C. J. BOUSH: For much of the success of the navy relief ball we of the navy feel indebted to the constant interest shown by the press of Honolulu, as evidenced by the publicity the newspapers gave the plans and both the enlisted men's ball and the officers' ball. We are not certain yet exactly what was realized for the fund, but it was a substantial amount.

BABY WEEK PRIZES ARE GIVEN TO PROUD PARENTS

The prizes offered at Baby Week by Miss Jessie Rae have been awarded as follows: First—Hilda Medeiros, Cooke street, Portuguese, complete baby's basket bed. Second—K. Imafuji, 1628 Fort street, Japanese, baby's layette; Chu Wah Yuen, 1131 Liliha street, Chinese, baby's layette.

—LET US MEET YOU IN HONOLULU, JUNE 11—

An Investment in Wahiawa--\$1800--terms

3-ACRE town lot with both irrigation and piped water close to railroad station. Frequent trains to Honolulu.

900 feet above sea level.

Especially suited to small vegetable gardening, or chicken-raising for profit.

PHONE 3477

TRENT TRUST CO. LTD.
HONOLULU

\$30.00

will buy a 15-jewel, 14-kt. Bracelet Watch. A new assortment just arrived.

VIEIRA JEWELRY CO., 113 Hotel Street

WATERHOUSE TRUST

Bargain in Real Estate

We are authorized to offer a lot on Prospect St., overlooking the harbor, at a bargain price for quick sale.

Lot 75 x 125

Price, \$1000

Henry Waterhouse Trust Co., Ltd.

Fort and Merchant Sts.